

REMARKS

Reconsideration of this application is respectfully requested in view of the following remarks.

Claims 1-3 are currently pending in the application and subject to examination.

In the Office Action mailed April 26, 2004 claims 1-3 were rejected under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent No. 5,948,040 to DeLorme, et al. To the extent that the rejection remains applicable to the claims currently pending, the Applicant hereby traverses the rejection, as follows.

With regard to claim 1, the Office Action indicates that DeLorme, et al. discloses each and every element of the claimed invention. However, the Applicant submits that DeLorme, et al. fails to teach or suggest at least the limitation of an "advertisement server for displaying a route setting and advertisements situated along the set route on the map image," as claimed in claim 1.

The present invention, as recited in claim 1, is directed to an advertisement display system in a map-information providing service transmitting map-image data to a user terminal to display a map image based on the map-image data, and displaying advertisements on the displayed map image comprising an advertisement site for displaying the advertisements on the map image displayed on the user terminal, including an advertisement server for displaying a route setting and advertisements situated along the set route on the map image, a route database storing road data on a map required for setting a route in the advertisement server, and advertisement database storing registered advertisement data, wherein the advertisement server sets

a route based on the road data stored in the route database, and reads out advertisements situated along the set route from said advertisement database to display them on the user terminal.

By contrast, DeLorme discloses a computerized Travel Reservation Information and Planning System (TRIPS) that generates various media output for guidance and transactions en route. An online computer-aided routing system enables input of selectable travel origin, destination, and waypoints to compute travel routes, available transportation services, costs, options, and schedules. A point-of-interest database lets users pick types of attractions or accommodations within a user-selected region around routes of travel. Links or distributed communications among computers are preferred for online access to updated TRIPS information and functions, as well as interactive communications with *"one or more third-party providers of diverse travel information, reservation, accommodation, transportation, ticketing, and/or other travel-related goods/services."* See e.g., DeLorme et al., 13:48 – 14:52 (emphasis added); see also Figs. 1B-1C and 5A-5D.

DeLorme, et al. fails to teach or suggest at least the limitation of an "advertisement server for displaying a route setting and advertisements situated along the set route on the map image," as recited in claim 1.

For at least these reasons, the Applicant submits that claim 1 is allowable over the cited prior art. As claim 1 is allowable, the Applicant submits that claims 2 and 3, which depend from allowable claim 1, are likewise allowable over the cited prior art.

For all of the above reasons, it is respectfully submitted that the claims now pending patentability distinguish the present invention from the cited references.

Accordingly, reconsideration and withdrawal of the outstanding rejections and an issuance of a Notice of Allowance are earnestly solicited.

Should the Examiner determine that any further action is necessary to place this application into better form, the Examiner is encouraged to telephone the undersigned representative at the number listed below.

In the event this paper is not considered to be timely filed, the Applicants hereby petition for an appropriate extension of time. The Commissioner is hereby authorized to charge any fee deficiency or credit any overpayment associated with this communication to Deposit Account No. 01-2300 referencing Attorney Docket No. 107156-00047.

Respectfully submitted,



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